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FROM: D. P. Fitzgerald
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DATE: December 16, 1997

SUBJECT: 1) Promotional Product Clean-Up Process
2) Proposal to Enhance Workplan Effectiveness

Attached are proposals on above listed subjects. Please review with your Promotion Coordinator and be prepared to discuss at your conference call on Friday, December 19.

Thanks for your input.

ccd

Attachments

c: P. N. Gee

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Proposal to Enhance Workplan Effectiveness

Objective:

- Streamline and improve effectiveness of Field Sales allocation and workplan communication process.

Recommendations:

- Provide a quarterly "selling" workplan with topline selling information, but "fasttrack" program execution details monthly, which will:
 - minimize changes.
 - reduce lead times.

Current:

- Quarterly Workplan (13-22)
- Quarterly Allocation Packet (13-22)
- Quarterly Wholesaler Brochure (9-18)

Proposed:

- Quarterly Selling Workplan (13-22)
- Monthly Logistics Packet
 - Allocations (13)
 - Wholesaler Brochure (13)
 - Program Details (13)

Benefits:

- Planning process is streamlined and more responsive to changing business needs.
- Allocation quantities by region are more accurate, "just in time."
- Streamlines workload; reduces the current quarterly spike, less rework.
- Monthly Field communication is consolidated, more accurate, less revisions needed. Minimizes changes to Field execution plan, shortens timeline by:
 - 4 weeks for second month promotions in quarter
 - 9 weeks for third month promotions in quarter
- New process is more structured, provides more discipline and less confusion.

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PROMOTIONAL PRODUCT CLEAN-UP PROCESS

12/16/97

Action Item	Wk -7	Wk -6	Wk -5	Wk -4	Wk -3	Wk -2	Wk -1	DTS	Wk 1	Wk 2	Wk 3	Wk 4	Accountable
1. Establish & Communicate Promotion Cut-Off/ Clean-Up Dates (Workplan Logistics Distribution - 13 Weeks Prior to DTS)													Sales Planning
2. First Order Date	X												Sales Planning
3. First Delivery Date To Direct Accounts				X									Sales Planning
4. Last Delivery Date To Direct Accounts Prior To Clean-Up (Fri.)										X			Sales Planning
5. Capture & Report Remaining Allocations By Sales Region										X			Customer Services
6. Roll Remaining Allocations to National											X		Customer Services/ Systems
7. Determine Quantity & Location Of Remaining Shippable Product											X		Distribution
8. Adjust National Allocation Quantity To Shippable Product											X		Customer Services
9. Develop Specific Sales Plan For Moving Remaining Product - Who Will Sell - Target Period to Sell (2 Weeks) - Target Date to Send Unsold Product to PRO											X		Sales Planning
10. Ensure Orders Are Placed For Remaining Product										→			Sales Planning/ Customer Services
11. Final Promotion Recap												X	Sales Planning

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